

Oneida County Tourism Meeting Minutes  
Rhineland Chamber of Commerce  
October 3, 2011

Present: Billy Fried, Gary Baier, Sarah Pischer, Romelle Vandervest, Kari Zambon, Skip Brunswick, Diane Hapka, Connie Madden, Lyn Pilch, Lara Reed

Not present but excused: Dan Kuzlik, Kim Baltus, Patricia Broukal

Pat no longer works on Mondays at the Rhineland Chamber so Lara Reed will now be attending OCTC meetings on behalf of the Rhineland Chamber.

1. **Call to Order** – the meeting was called to order by President Diane Hapka at 1:35 pm
2. **Approve Agenda** – Motion carried
3. **Approve October 3 minutes** – motion Vandervest/Fried; motion carried
4. **Discussion** – August minutes “Wisconsin State Fair” s/b “Oneida County Fair”, Roger “Luis” last name s/b “Luce”; motion carried
5. **Treasurers Report** –Connie Madden; Invoices approved - Motion Zambon/Vandervest; motion carried
6. **Dates of Future Meetings** – December 5<sup>th</sup>, Three Lakes, November meeting only needed if budget does not pass in today’s meeting
7. **Fall Tourism Conference** – Motion to approve the out of county travel request including registration and hotel fee for the Fall Conference – Vandervest/Fried; motion carried
8. **Discussion** – cost will be about \$100 for the room and \$120 for early bird registration
9. **JEM Branding Grant Update** – JEM Grant 2<sup>nd</sup> year received soft denial. Questions from the review committee included how the big 2 of Minocqua and Eagle River would specifically use the branding and a stronger plan for that needs to be laid out. We will reapply for the grant improving upon the details of how each community will use the branding and strong PR statements will be created. The 5 counties will go forward with locally using TheNorthwoodsofWisconsin.com Logo.
10. **2012 Budget Discussion** – Lyn Pilch – the proposed budget was submitted to the County Board asking for a total of \$95k which does not include the money that will come in from the participating communities. The individual line items can still be adjusted but not the bottom line number of \$95k. Motion to approve the budget based on \$95k being approved from the county. If it is not we will revisit the budget; Madden/Zambon – motion carried

11. **Pilch & Barnet Report** – the August postcard was completed and over 10,000 Oneida County Trail Guides have been mailed out. P&B is in need of fall packages for the website. P&B applied for WACVB Trail Blazer award for the 5 County Branding project. The Branding logo and style guide have been sent to the initial 5 county participants and Lyn will send out to the Council members as well.
12. **Artists Interactive Update** not given as Dan Kuzlik is absent from the meeting
13. **State Tourism Update** – Sarah Pischer; December 13/14 Northwoods Summit at the Waters in Minocqua. Governor Walker will be present on the 13<sup>th</sup> and Lt. Governor Kleefisch will be present on the 14<sup>th</sup>. Wisconsin Welcome Centers have now opened in Prairie du Chien, Marinette and Superior with brings the total to 6, brochures and information can be stocked here at no cost. The Governor's Council appointments were given to Paul Cunningham of Fond du Lac and Tim Gantz of Wisconsin Dells. Discussion was held about the concern that the Northwoods has no representation on the Council or the JEM Grant review committee. Governor's Council will be held in Green Bay on March 4-6<sup>th</sup>. The Fall Campaign launched on September 6<sup>th</sup>. Marketing dollars are up; \$1.25 million was spent on the Fall Campaign. Remember to sign up for the Tourism Business Journal. The Arts Board will be making visits to the area, watch your email for updates.
14. **ITBEC Rep Appointment** – Motion to nominate Diane Hapka and Kari Zambon to share the position; Vandervest/Madden; motion carried – Discussion: Diane reminded the group that if anyone else has an interest in stepping up to this position to please let her know
15. **ITBEC Report** – Gary Baier; the group would like to keep the State Fair in the line-up. It was discussed that Oneida County will need to have representation at next year's Fair.
16. **ITBEC Mileage Reimbursement** – Motion to cover the mileage reimbursement for Oneida County representatives for the ITBEC meetings; Madden/Vandervest – motion carried
17. **Grow North & OCEDC Report** were skipped as Dan was not at the meeting.
18. **OCTC Community Relations Report** was skipped as Dan was not at the meeting.
19. **Community Reports** were given by Skip and Kari
20. **Public Comments** – Skyline Marketing is a copy calling area businesses claiming to be producing an Oneida County Guide. Spread the word that this is a false statement. Vilas County Resort Tour will be held October 13<sup>th</sup> from 9am – 3pm

We need to begin planning the Oneida County Spring Resort Tour, it hasn't been in Rhinelander for a while so Lara and Kari will work on planning.

21. **Motion to adjourn** – Madden/Fried; motion carried

Respectfully submitted,  
Lara Reed